

Social Media Plan September 2016 Superfund NPL Listing, Fall 2016

Overall Purpose of the Social Media Plan:

- Announce Fall 2016 NPL listing using Twitter, EPA's Leadership Blog, and EPA's Web pages.

Goals:

- Post according to schedule below.
- Submit content for inclusion on main EPA Twitter and Facebook feeds.
- Regions may post tweets on NPL sites in their respective jurisdictions. OLEM will retweet posts on @EPALand as well as post our own tweets.
- Ask Regions to share tweets with relevant state agencies for possible re-tweeting by state agency Twitter accounts.
- Reach out to other social media outlets and share our tweets/posts with them.
 - Association of State and Territorial Solid Waste Management Officials (ASTSWMO)
 - Environmental Council of the States (ECOS)
 - All EPA Regional Twitter
 - State communications offices where posts are relevant
 - Local governments where highlighted Superfund sites reside
- Compile social media metrics:
 - "Reach" for Twitter posts
 - Number of retweets for each Twitter post
 - Clicks for Twitter posts
 - Potential Impressions for Twitter posts

Social Media Posting Strategy:

- Posts will be preapproved by IO.
- Retweet Regional site-specific messages.

Key Components Social Media Plan:

- Utilize the EPA hashtag for @EPALand
- Review and check-in on other accounts and keep a log of re-tweets.

**Social Media Plan
September 2016
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Posting Schedule:

Date	Social Media Platform	POC	Draft Post	Photo for Tweet
Sept. 8	Twitter @EPALand @EPA	OSRTI	EPA is protecting public health and the environment by adding and proposing new sites to the #Superfund list.	http://intranet.epa.gov/media/photogallery/EJusticeWeb/pages/EJustice_029.htm
Sept. 8	Facebook @EPA	OSRTI	EPA is protecting public health and the environment by adding and proposing new sites to #Superfund list. Over the past 35-plus years, Superfund cleanups have advanced the protection of communities' health and economic wellbeing, and have benefitted some of the country's most vulnerable populations.	http://intranet.epa.gov/media/photogallery/EJusticeWeb/pages/EJustice_029.htm

Draft Leadership Blog:

OCPA working on draft